

Terms of Reference for Communication Strategy

Background

The International Trade Centre (ITC) is a joint agency of the United Nations and the World Trade Organization supporting the competitiveness and internationalization of micro, small and medium sized enterprises (MSMEs) from developing countries. Our joint mandate combines a focus on expanding trade opportunities with the aim of fostering sustainable development. The Sustainable and Inclusive Value Chains (SIVC) section in the Division for Enterprises and Institutions (DEI) is hosting ITC's work in relation to gender, voluntary sustainability standards and environmental sustainability.

In relation to the topic of environmental sustainability, ITC offers different tools and approaches for key stakeholders in relation to environmental sustainability. These tools and approaches are hosted in different teams across the house (such as Trade for Sustainable Development, Alliances for Action, etc.) and are all relevant in the different contexts that ITC works in (e.g. addressing environmental issues from different perspectives and targeting different stakeholders).

In order to combine ITC's offering on environmental sustainability under one umbrella, ITC launched a new and ambitious initiative 'GreenToCompete'. The aim of the initiative is to position ITC as the key development partner to enable MSMEs from developing countries to become more competitive through green production and trade. In this context, the GreenToCompete initiative will ensure coherence and consistency among ITC's messaging, interventions and offerings in relation to the green transition and drive innovation of ITC's offering.

Under the Green to Compete strategy falls ITC's largest green economy related project, the Green Hubs, which are one-stop shops for sustainability related services for SMEs established with 7 local Business Support Institutions in the Caribbean, Ghana, Kenya, Laos, Nepal, Viet Nam and Peru.

In this regard, a value proposition and branding for GreenToCompete encompassing its Green Hubs, which can speak to ITC's different stakeholders is key. ITC has already drafted the key areas of work of the initiative, a tagline, as well as related key messages. To take this to the next level, ITC is seeking support the further elaboration of the basic messaging and the development of a related branding and communication strategy.

Description of Duties/Responsibilities

1. Review and further elaborate the draft messaging of ITC's GreenToCompete initiative including its Green Hubs project and use this to create a communication strategy - in alignment with the ITC Communications Strategy
 - a. The strategy should support the purpose to enhance the awareness, understanding, and knowledge of ITC's different audiences on the work and impact of the initiative. ITC audiences include: MSMEs in traditional value chains (e.g. agriculture, manufacturing), entrepreneurs in the sustainability space, business support organizations (e.g. chambers of commerce), local governments, funders, international development partners, investors, and the general public.

- b. The strategy should comprise a brand narrative, a tagline, messaging addressing the different audiences and boilerplate texts.
 - c. The strategy should include recommendations on how to position the different offerings of GreenToCompete for its beneficiaries and stakeholders under the brand umbrella. Offerings include implementation approaches (such as the T4SD Hubs, whose name is subject to change) and tools (such as the climate resilience toolkit for SMEs).
 - d. In order to develop the strategy and related messaging, prepare and conduct a minimum of 2 brainstorming workshops with relevant ITC colleagues and integrate related results into the communications strategy.
 - e. The strategy should also make recommendations on appropriate communication channels, dissemination methods and media such as video, print, web/online media, and social media, among others, to effectively communicate key messages to specific audiences.
2. Join 1-2 meetings with a designer, who will develop a visual identity of the initiative (in line with ITC corporate guidelines), and provide feedback to draft designs to be used on the GreenToCompete website and promotional materials, so that the intentions in the strategy can be correctly reflected in the visual identity.

For coherence across ITC, the branding needs to be in line with ITC communications guidance, especially for font and colors. The logo and font of ITC needs to be used in the brand, pictures can be used from ITC's picture database.

Expected Outputs and Timelines

- End April
 - Brainstorming workshop(s) conducted
 - Draft communication strategy developed
- Mid May
 - Final communication strategy developed

Language

Candidates with native fluency in English are preferred.

Contract duration

15 working days

Contact

Kindly share your offer with Annegret Brauss (abrauss@intracen.org) and Ann-Kathrin Zotz (zotz@intracen.org).